

Message Text

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COMMERCE FOR BEWT/HEISS/RODGERS; STATE FOR SOV/EB/EWT

FROM YALOWITZ AND BORISSOFF

E.O. 11652: N/A

TAGS: BEXP US UR

SUBJ: COMMERCIAL USE OF SOVIET INTERNAL TECHNICAL
INFORMATION SYSTEM

1. AS RESULT OF LEAD PROVIDED DURING MEETING WITH FTO "RAZNOIMPORT," YALOWITZ AND BORISSOFF MET JULY 30 WITH DR. ARUTYUNOV, CHIEF OF SCIENTIFIC-TECHNICAL INFORMATION DEPARTMENT OF STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY (SCST) TO DISCUSS USE OF SOVIET INTERNAL TECHNICAL INFORMATION SYSTEM FOR US TRADE PROMOTION PURPOSES. ARUTYUNOV DESCRIBED (SSTL) AS ONE OF TEN ALL-UNION ADMINISTRATIONS OF SCST, AND ITS RELATIONSHIP WITH EIGHT-TWO SCST INDUSTRIAL BRANCHES. THE SSTL WORKS DOWN THROUGH FIFTEEN REPUBLIC DIVISIONS, THEN TO REGIONAL CENTERS IN EACH REPUBLIC, AND FINALLY, TO 10,000 "INFORMATION BUREAUS". THE LATTER REPRESENT SIZABLE ORGANIZATIONAL UNITS IN PLANTS, PROJECTS, OR SPECIAL TECHNICAL OR RESEARCH INSTITUTES WHICH PROVIDE TECHNICAL INFORMATION SERVICES FOR END-USER PERSONNEL. THE "INFORMATION BUREAUS" ARE ALSO THE SOURCE OF MACHINERY AND PRODUCT PURCHASE RECOMMENDATIONS TO INDUSTRIAL MINISTRIES AND THEREAFTER, TO THE MINISTRY OF FOREIGN TRADE AND THE FTOS, ONCE GOSPLAN HAS APPROVED THE MONEY ALLOCATION. ARUTYUNOV SAID CATALOG TURNOVER TIME FROM RECEIPT IN SSTL TO RECEIPT BY END-USER "INFORMA-
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TION BUREAU" COULD BE TEN DAYS DEPENDING ON SIZE OF

CATALOG AND DIFFICULTY IN TRANSLATION.

2. SOURCES OF SSTL CATALOG INFORMATION IN PAST HAVE INCLUDED: EXHIBITIONS IN USSR, MINISTRY OF FOREIGN TRADE AND FTOS, JOINT CHAMBERS OF COMMERCE, I.E. FRENCH, AND SOME DIRECT MAILINGS FROM FOREIGN FIRMS. ARUTYUNOV STATED THIS INFORMATION FLOW WAS SPORADIC AND HE WOULD WELCOME CONTINUOUS RECEIPT FROM US OF A BROAD RANGE OF INFORMATION ON MACHINERY, EQUIPMENT, AND END-PRODUCTS, INCLUDING CONSUMER GOODS. HE EMPHASIZED SSTL INFORMATION DISSEMINATION AND STORAGE SYSTEM HAD MUCH BROADER SCOPE AND EFFECTIVENESS IN REACHING TECHNICAL PERSONNEL THAN EITHER MINISTRY OF FOREIGN TRADE OR ALL-UNION CHAMBER OF COMMERCE. WHICH REACHED PRIMARILY COMMERCIAL PERSONNEL. NOTE: THIS LATTER POINT WAS CONFIRMED INDEPENDENTLY BY THE ALL-UNION CHAMBER OF COMMERCE.

3. ARUTYUNOV STATED ONE HUNDRED CATALOGS PER COMPANY IS MINIMUM FOR SUCCESSFUL MARKETING EFFORT TO REACH AN ADEQUATE NUMBER OF END-USERS. HE ADDED THAT IN CASE OF EXHIBITIONS, WHETHER US OR USSR ORGANIZED, PRE-SHOW DISSEMINATION OF CATALOGS THROUGH SSTL SYSTEM, AS WELL AS THROUGH REGULAR CHANNELS, IS ESSENTIAL FOR SUCCESSFUL MARKETING EFFORT.

4. COMMENT: WE FEEL SSTL SYSTEM OFFERS GOOD POSSIBILITY FOR DEVELOPING DIRECT, INFLUENTIAL, AND CONTINUOUS ACCESS TO SOVIET END-USERS BY US FIRMS. SCST HAS RECENTLY HELD DISCUSSIONS WITH NATIONAL SCIENCE FOUNDATION ON EXCHANGE OF TECHNICAL INFORMATION, BUT COMMERCIAL POSSIBILITIES INHERENT IN SSTL INFORMATION DISSEMINATION SYSTEM ARE AS YET UNTAPPED. OUR VARIOUS MEETINGS HAVE INDICATED LACK OF AVAILABILITY OF US CATALOGS HAS ALREADY HURT SALES PROPECTS FOR US FIRMS HERE, AND THE SSTL SYSTEM APPEARS TO OFFER A MEANS TO REDRESS THE SITUATION. SUGGESTION OF BATCH CATALOG PROMOTION EFFORTS ELICITED POSITIVE RESPONSE FROM SSTL PERSONNEL, AND WE THINK PROJECT EXPORT MARKET SEARCH PRODUCT RANKINGS REPRESENT GOOD STARTING POINT.
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